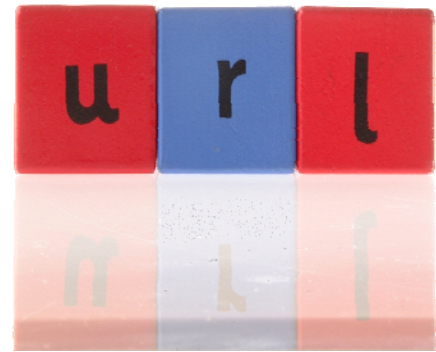


NetNames dotBrand service

NetNames Platinum Service

On 26 June 2008, the Internet Corporation for Assigned Names and Numbers (ICANN) approved the introduction of new generic top-level domains (gTLDs) through the so called new gTLD program. The program will be rolled out during the first half of 2010 and the result will be the introduction of a broad range of new gTLDs. Examples of new TLDs could be .hotel, .bank, .london etc. but more importantly the new gTLD program also provides an interesting opportunity for brand owners to secure a proprietary gTLD – **a dotBrand TLD.**



NetNames has been at the forefront, contributing and monitoring the developments on ICANN's new gTLD program. Together with our partner Deloitte, NetNames assists brand owners to determine whether or not to consider applying for a proprietary dotBrand TLD.

Deloitte has been chosen as NetNames partner due its recognition via the work performed for ICANN's new gTLD program. Deloitte is the largest professional services firm in the world and its law firms, Laga has assisted technical operators and registries such as .eu, .mobi, .me, .tel, .asia, to help launch global projects and draft registrar policies.

With NetNames' extensive knowledge within domain name management and strategy for brand owners the combined service will provide you with a solid foundation to decide whether to apply for a dotBrand TLD and to be successful with your application and the implementation, should you decide to move ahead.

Opportunities for brand owners

There is significant opportunity for brand owners to turn brands into gTLDs controlled by rights owners. DotBrand TLDs could form the basis for new commercial and marketing platforms, provide better security measures in the form of authentication, and could facilitate significant online brand development.

However, the first key decision to take is whether to apply for a new gTLD or not. Unlike registering a regular domain name, this is a far more complex decision making process that should involve key stakeholders from most areas of your company. An application for a new gTLD is, in fact, applying to create and operate a registry business through a signed contract with ICANN. It is a complex, legal, technical, and commercial affair and it can have a significant impact for a business if not thought through thoroughly, and dealt with correctly.

NetNames' dotBrand service allows you to explore the opportunities and assist you to take the strategic decision to apply or not. Should you decide to apply, NetNames will be able to assist you with all aspects of the application process, running the registry and registering domain names under your new dotBrand TLD.

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ICANN is expected to receive the first new gTLD applications in the first quarter of 2010. The lead time from initial client meeting to final ICANN application takes four to five months. You need to ensure that the TLD application is at the front of the applications queue at ICANN. Therefore it is important to consider applying for a dotBrand service now, to ensure ownership of your preferred new gTLD.

Contact NetNames today to learn more about the NetNames dotBrand service.

NetNames®
platinum@netnames.com
www.netnames.com/platinum